

These standards apply to the cover and back cover only; 8 ½ x 11 and 9 x 12 inch. Apply to other sizes as appropriate. The standards are offered as a guideline only to promote a consistent NETL format or “family look,” and are not meant to inhibit solutions to particular needs.

Design should reflect an appropriate balance of conservative, sophisticated, and soft but elegant design characteristics. Appropriate use of white space is an important consideration. It should be used to focus attention and eliminate clutter.

### Cover Design Elements

- **Color Bar**—full width from the gutter, bleed right and top, 6.82 % of the page height (¾ inch on an 8 ½ x 11 inch page).
- **Organization Identification**—type only, centered within the color bar, maximum two line, 9 point leaded to 14 point Gill Sans cap and lowercase, kerned to 0.35 in PageMaker. If two lines are required, National Energy Technology Laboratory is the last in the series and will occupy the second line alone.
- **Brochure Title**—should be placed in the upper one third of the page.
- **NETL Logo**—should be placed in the lower half of the front cover
  - The logo should be a minimum of 1 ¾ inch wide when displayed on an 8 ½ x 11 or 9 x 12 brochure, but should be sized in proportion to the finished trim-size.
  - NETL institutional brochures may use the NETL logo as part of the title. If so, the logo need not be repeated on the cover.
  - The NETL logo must conform to the NETL graphic standard. (See the NETL website.) At 2 ½ inches or smaller, the NETL graphic standard indicates that the logo will be used without the National Energy Technology Laboratory text.
- **DOE Seal**—the DOE seal is displayed on the front cover placed to the left of and sized in proportion to the NETL logo.
- **Institutional Font**—to strengthen continuity of appearance, NETL has adopted two fonts for institutional use: Times for text and Gill Sans for titles and headings.

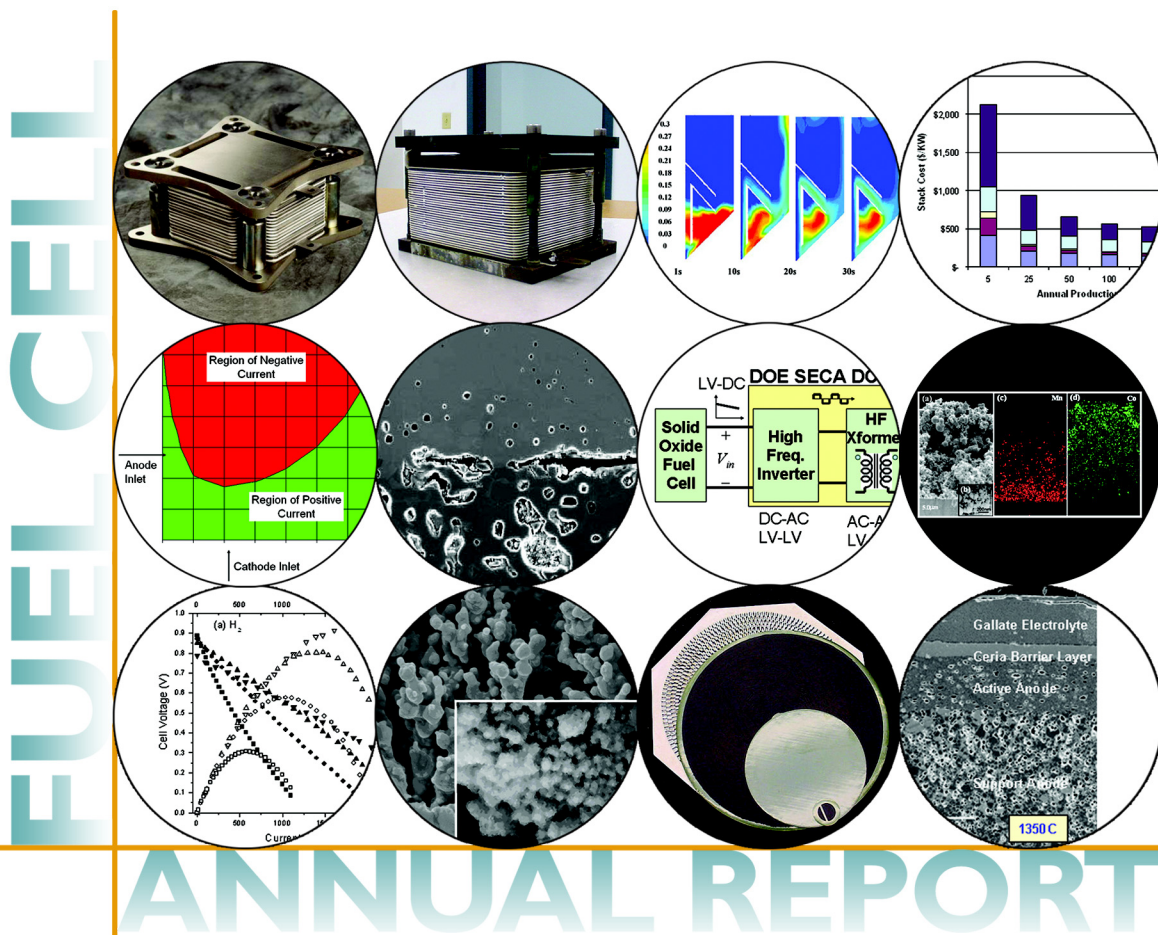
### Back Cover Design Elements

- **Back Cover Information**—should be in a flush-left text column, placed bottom-aligned at the bottom margin on the page. The text will vary but the style should be consistent.
- **Mandatory Information**—some information will be common to each brochure:
  - NETL logo: the logo size is 1 ¾ inch wide when displayed on an 8 ½ x 11 or 9 x 12 inch brochure, but should be sized in proportion to the finished trim-size.
  - NETL addresses and contact information: the **name** (bold face contact’s name), address, telephone number, FAX number, e-mail address, etc. for the appropriate NETL point of contact (POC). A single POC is recommended.
  - The NETL website URL—Visit the NETL website at: **www.netl.doe.gov** (bold face website address)
  - Customer service 800 number—Customer Service: **1-800-553-7681** (bold face number)
  - DOE seal with appropriate office identification. The DOE seal size is one inch in diameter or a size to conform with DOE standards, proportioned to the finished trim-size.
  - Recycle symbol if printed on recycled paper; add “Printed in the United States on recycled paper.” Use recycled paper when possible
  - Date of publication.

**Sample Document Covers**

- 2004 Office of Fossil Energy Fuel Cell Program Annual Report
- National Energy Technology Laboratory Accomplishments FY 2003

## 2004 Office of Fossil Energy Fuel Cell Program Annual Report





**National Energy  
Technology Laboratory**

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Visit the NETL website at:  
**[www.netl.doe.gov](http://www.netl.doe.gov)**

Visit the SECA website at:  
**[www.seca.doe.gov](http://www.seca.doe.gov)**

Customer Service:  
**1-800-553-7681**



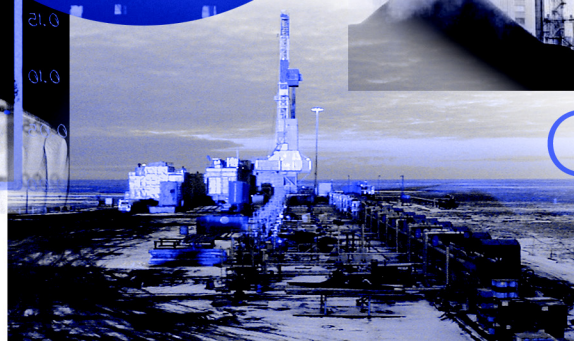
**U.S. Department of Energy  
Office of Fossil Energy**

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September 2004

# National Energy Technology Laboratory Accomplishments FY 2003







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